

What is claimed is:

- 1) A system for creating and maintaining information in a database of subjects, available to a population of users, comprising:
  - a) describing a database subject using a plurality of natural-language terms, each of such plurality of natural-language terms having relevance to the subject according to an involved subset of such population of users;
  - b) rating the degree of relevance of each of such plurality of natural-language terms to such database subject according to each of such involved subset of such population of users;
  - c) associating, in such database, such respective natural-language terms and respective degrees of relevance with each such database subject; and
  - d) computing, for such involved subset of such population of users, in such database, an overall degree of relevance of each of such plurality of natural-language terms to such database subject.
- 2) The system according to Claim 1, further comprising:
  - a) associating with a particular user a set of particular-user-preferred such natural-language terms from such plurality of natural-language terms;
  - b) using such particular user's preferred such set of particular-user-preferred such natural-language terms, searching such database for database subjects associated with such set of particular-user-preferred such natural-language terms;
  - c) determining a set of relevant such database subjects as are correlated with a high aggregate degree of relevance among such respective overall degrees of relevance of such set of respective particular-user-preferred such natural-language terms; and
  - d) presenting to such particular user information about such relevant database subjects.

- 3) The system according to Claim 1 further comprising:
- a) presenting to a particular user information about a particular such database subject and such associated respective relevant natural-language terms with such respective overall degrees of relevance;
  - b) collecting, from such particular user, such particular user's opinions about respective degrees of relevance to such particular database subject of such respective presented natural-language terms;
  - c) adding such particular user to such involved subset of such population of users and adding such particular user's opinions to such database; and
  - d) updating, in association with such particular database subject, in such database, such overall degree of relevance of each of such plurality of natural-language terms associated with such particular database subject.
- 4) The system according to Claim 2 further comprising:
- a) presenting to a particular user information about a particular such database subject and such associated respective relevant natural-language terms with such respective overall degrees of relevance;
  - b) collecting, from such particular user, such particular user's opinions about respective degrees of relevance to such particular database subject of such respective presented natural-language terms;
  - c) adding such particular user to such involved subset of such population of users and adding such particular user's opinions to such database; and
  - d) updating, in association with such particular database subject, in such database, such overall degree of relevance of each of such plurality of natural-language terms associated with such particular database subject.

- 5) The system according to Claim 4 further comprising:
- a) providing a software management system to directly manage such database and such population of users essentially without outside management; and
  - b) providing for variables in such software management system to be configurable without affecting such direct management operations;
  - c) wherein such software management system comprises:
    - i) soliciting of sufficient information from such users for automatic role qualification enhancing software selection and maintenance of a management sub-community;
    - ii) measuring management efforts of each of such management sub-community;
    - iii) queuing of qualified users for a next opening in such management sub-community;
    - iv) setting of goals for each of such management community; and
    - v) managing a reward system to reward management efforts of each of such management sub-community.
- 6) The system according to Claim 1 further comprising:
- a) collecting, from each user of such involved subset of such population of users, information about such user's knowledge of and experience with such database subject;
  - b) assessing, based at least in part upon such information, a relative weight to be given to such user's opinions about such database subject; and
  - c) for the purposes of computing, for such involved subset of such population of users, in such database, an overall degree of relevance of each of such plurality of natural-language terms to such database subject, applying a respective such relative weight for each respective such user's such rating of such degree of relevance in such manner that a more-knowledgeable such user's such rating counts for more in such "overall" computing than does a less-knowledgeable such user's such rating.

- 7) The system according to Claim 6 further comprising:
- a) determining first such user's role as member or contributor;
  - b) assigning a multiplier-value based on such first determining;
  - c) determining second whether such user has personally experienced the subject;
  - d) assigning a multiplier-value based on such second determining;
  - e) determining third such user's self-reported qualification to judge such subject;
  - f) assigning a multiplier-value based on such third determining;
  - g) determining fourth other users' overall ratings of subjects added by such user;
  - h) assigning a multiplier-value based on such fourth determining;
  - i) determining fifth other users' degree of agreements with comments added by such user;
  - j) assigning a multiplier-value based on such fifth determining; and
  - k) multiplying together all such multiplier-values to determine such relative weight.
- 8) The system according to Claim 1 further comprising:
- a) rating the relative overall value of each such database subject according to the opinion of each of such involved subset of such population of users;
  - b) collecting comments about each such database subject according to the opinion of each of such involved subset of such population of users; and
  - c) associating, in such database, respective such ratings of relative overall value and respective such collected comments with respective such database subjects.
- 9) The system according to Claim 3 further comprising:
- a) accumulating, storing, and analyzing all associations, including subject categorizations, of all such overall degrees of relevance of all of such plurality of natural-language terms associated with all such database subjects;
  - b) determining preferred such natural-language terms, according to such population of users, for selected categories of subjects.

- 10) The system according to Claim 2 wherein such determining a set of relevant such database subjects as are correlated with a high aggregate degree of relevance among such respective overall degrees of relevance of such set of respective particular-user-preferred such natural-language terms comprises determining an ordered set of relevant such database subjects as are correlated with a highest aggregate degree of relevance among such respective overall degrees of relevance of such set of respective particular-user-preferred such natural-language terms.
- 11) The system according to Claim 10 wherein such presenting to such particular user information about such relevant database subjects includes presenting to such particular user an ordered set of relevant such database subjects as are correlated with a highest aggregate degree of relevance among such respective overall degrees of relevance of such set of respective particular-user-preferred such natural-language terms.

- 12) An Internet website client-server computer system, for use to determine a level of subject interest for each one of a population of users by capturing other users' (of such population of users) opinions about the degree of relevance of each of a respective set of natural language descriptive terms to each of a respective set of subjects, comprising:
- a) a server database system of subjects, each associated with a set of relevant natural-language terms for describing each such subject;
    - i) wherein each of a respective subset of such terms has been assigned, by each of a subpopulation of such population of users, a degree of relevance with respect to a respective such subject;
  - b) a client interface system arranged so that such one user may select a set of preferred such natural-language terms which, to such one user, best describe preferred "subjects of interest" to such one user;
  - c) a server computer processor system connected with said server database system and said client interface system; and
  - d) a server computer software system, operational with said server computer processor system, arranged to provide search processing using such server database system to:
    - i) determine an overall, according to such population of users, degree of relevance of each such preferred natural-language term to each such associated subject of such server database system, and
    - ii) determine a set of search-return "subjects of interest" each having at least a specified aggregate degree of relevance considering each such overall degree of relevance of each such preferred natural-language descriptive term to each associated such subject; and
    - iii) return such set of search-return "subjects of interest" to such client interface system of such one user.
- 13) The system according to Claim 12 wherein such set of search-return "subjects of interest" is ordered according to relative such aggregate degree of relevance.

- 14) A business system, for a developer of web computer systems of the type involving supporting a community of users searching for particular subject information, to achieve additional revenue from customers using such computer systems, comprising the steps of:
- a) providing for such computer systems to operate essentially without customer website management;
  - b) providing for such computer systems to directly motivate and automatically manage the direct collection of sponsor revenue from respective entities desiring to sponsor a respective particular item of such subject information; and
  - c) charging such customer, for use of such computer systems, an amount comprising a portion of such sponsor revenue.
- 15) The business system according to Claim 14 wherein such particular item of such subject information comprises an exceptional user experience, thereby motivating location-based such entities and a product-based such entities to paying for a plurality of sponsorships.

- 16) A business system, for a developer, for use by customers having websites, of web computer systems of the type involving supporting a community of users interacting with a database searching for particular subject information, comprising:
- a) providing for such computer systems to comprise software management systems to directly manage such database and such community of users essentially without customer website management; and
  - b) providing for variables in such software management systems to be configurable by such customer without affecting such direct management operations;
  - c) wherein such software management systems comprise
    - i) soliciting of sufficient information from users for automatic role qualification enhancing software selection and maintenance of a management sub-community,
    - ii) measuring management efforts of each of such management sub-community,
    - iii) queuing of qualified users for a next opening in such management sub-community,
    - iv) setting of goals for each of such management community, and
    - v) managing a reward system to reward management efforts of each of such management sub-community.



- 17) A business system, supplied by a developer, for use by customers having websites comprising web server computer systems of the type involving supporting a community of users, having client computer systems, interacting with a database searching for particular subject information, comprising providing, for website use:
- a) computer software means for direct automatic management of such database and such community of users essentially without customer website management;
  - b) computer software means for permitting such customer to configure a large set of variables in such computer software means for direct automatic management of such database and such community of users without affecting full operation of such direct automatic management;
  - c) wherein such computer software means for direct automatic management of such database and such community of users essentially without customer website management comprises
    - i) computer software means for soliciting of sufficient information from such users for automatic role qualification enhancing automatic selection and automatic maintenance of a management sub-community,
    - ii) computer software means for automatically measuring management efforts of each of such management sub-community,
    - iii) computer software means for automatically providing queuing of qualified users for a next opening in such management sub-community,
    - iv) computer software means for automatic setting of goals for each of such management community, and
    - v) computer software means for automatically managing a reward system to reward management efforts of each of such management sub-community.

- 18) The business system according to Claim 17, wherein such computer software means for direct automatic management of such database and such community of users essentially without customer website management further comprises:
- a) computer software means for describing a database subject using a plurality of natural-language terms, each of such plurality of natural-language terms having relevance to such subject according to an involved subset of such community of users;
  - b) computer software means for rating the degree of relevance of each of such plurality of natural-language terms to such database subject according to each of such involved subset of such community of users;
  - c) computer software means for associating, in such database, each respective natural-language term of each such plurality of natural-language terms and such associated respective degree of relevance with each such database subject; and
  - d) computer software means for computing, for such involved subset of such community of users, in such database, an overall degree of relevance of each of such plurality of natural-language terms to such database subject.
- 19) The business system according to Claim 17, wherein such computer software means for direct automatic management of such database and such community of users essentially without customer website management further comprises:
- a) computer software means for automatically assisting such management sub-community to solicit subject sponsors; and
  - b) computer software means for permitting such subject sponsors automatically to send website materials and pay fees.
- 20) The business system according to Claim 17, wherein such computer software means for automatically managing a reward system to reward management efforts of each of such management sub-community comprises:
- a) a computer software system for measuring and storing each contribution, including users' comments, to the database of each of such management sub-community; and
  - b) computer software means for making available to each of such management sub-community a contributor record of how many views other users have made of such contributions, including how many users agreed with such contributor's comments.

- 21) The business system according to Claim 20 wherein such contributor record is associated with the phrase, "lives touched".
- 22) The business system according to Claim 17 wherein such computer software means for automatically managing a reward system to reward management efforts of each of such management sub-community comprises a computer software system configurable to automatically allocate percentage rewards to a particular one of such management sub-community as a percentage of a settable pool.
- 23) The business system according to Claim 22 wherein such percentage rewards from such pool may be paid only to a settable percentage of such management sub-community.
- 24) The business system according to Claim 17 wherein such computer software means for direct automatic management of such database and such community of users essentially without customer website management further comprises:
  - a) computer software means for automatically aggregating all user-proposed items for database adds, changes, and deletions into a review queue to which such management sub-community has access; and
  - b) computer software means for automatically requiring at least one of such management sub-community to review and approve any such item before website publication is implemented.
- 25) The business system according to Claim 24, wherein:
  - a) such review queue is multi-level based essentially on item "aging"; and
  - b) escalating rewards are offered to at least a set of such management sub-community for disposal of "older" items.
- 26) The business system according to Claim 25 wherein such computer software means for automatically managing a reward system to reward management efforts of each of such management sub-community comprises a computer software system wherein each of such management community may be motivated to perform highly specific actions to further business objectives of such business system by automatically awarding more or less rewards for specific actions to influence behavior.
- 27) The business system according to Claim 25 wherein such computer software means for automatically managing a reward system to reward management efforts of each of such management sub-community may be configured "on the fly".

- 28) A business system, supplied by a developer, for use by customers having websites comprising web server computer systems of the type involving supporting a community of users, having client computer systems, interacting with a database searching for particular subject information, comprising providing, for website use:
- a) computer software means for direct automatic management of such database and such community of users essentially without customer website management; and
  - b) computer software means for permitting such customer to configure a large set of variables in such computer software means for direct automatic management of such database and such community of users without affecting full operation of such direct automatic management;
  - c) wherein such computer software means for direct automatic management of such database and such community of users essentially without customer website management comprises
    - i) computer software means for soliciting of sufficient information from such users for automatic role qualification enhancing automatic selection and automatic maintenance of a management sub-community,
    - ii) computer software means for automatically measuring management efforts of each of such management sub-community,
    - iii) computer software means for automatically providing queuing of qualified users for a next opening in such management sub-community,
    - iv) computer software means for automatic setting of goals for each of such management community,
    - v) computer software means for automatically managing a reward system to reward management efforts of each of such management sub-community,
    - vi) computer software means for automatically assisting such management sub-community to solicit subject sponsors,
    - vii) computer software means for permitting such subject sponsors automatically to send website materials and pay fees,

- viii) computer software means for automatically aggregating all user-proposed items for database adds, changes, and deletions into a review queue to which such management sub-community has access, and
- ix) computer software means for automatically requiring at least one of such management sub-community to review and approve any such item before website publication is implemented,
- x) wherein
  - (i) such review queue is multi-level based essentially on item "aging", and
  - (ii) escalating rewards are offered to at least a set of such management sub-community for disposal of "older" items,
- xi) wherein such computer software means for automatically managing a reward system to reward management efforts of each of such management sub-community comprises a computer software system configurable to automatically allocate percentage rewards to a particular one of such management sub-community as a percentage of a settable pool, and
- xii) wherein such percentage rewards from such pool may be paid only to a settable percentage of such management sub-community.

- 29) The business system according to Claim 28 wherein such computer software means for direct automatic management of such database and such community of users essentially without customer website management further comprises:
- a) computer software means for describing a database subject using a plurality of natural-language terms, each of such plurality of natural-language terms having relevance to such subject according to an involved subset of such community of users;
  - b) computer software means for rating the degree of relevance of each of such plurality of natural-language terms to such database subject according to each of such involved subset of such community of users;
  - c) computer software means for associating, in such database, each respective natural-language term of each such plurality of natural-language terms and such associated respective degree of relevance with each such database subject; and
  - d) computer software means for computing, for such involved subset of such community of users, in such database, an overall degree of relevance of each of such plurality of natural-language terms to such database subject.
- 30) A computer system, usable by a large population of Internet users, for creating and maintaining information in a searchable database of defined categories of subjects, comprising, in combination:
- a) storage means for storing a large corpus of natural language terms for describing such subjects;
  - b) relevancy storage means for storing, associated with each such defined category, at least a respective subset of such terms most relevant, according to said population, to such subject within such respective defined category;
  - c) processing means for updating such relevancy storage means;
  - d) processing means for presenting to one such user, in association with one such subject, a plurality of such terms most relevant to such subject;
  - e) interface processing means for assisting such user to choose from such plurality of such presented terms a plurality of such-user-preferred most-relevant such terms to such subject;
  - f) interface processing means for assisting such user to rate on a predefined scale the relative degree of relevance of each such most-relevant term to such one subject;

- g) storage means for storing such respective ratings of such respective most-relevant terms for such respective subject according to each of a subpopulation of such respective users;
  - h) processing means for computing, for such subpopulation, a pre-selected type of overall degree of relevance to each respective such subject of each respective such most-relevant term;
  - i) interface processing means for assisting a particular user to base a subject search at least upon a chosen set of particular-user-preferred such natural language terms;
  - j) processing means for, using such particular user's preferred such set of particular-user-preferred such natural-language terms, searching such database for database subjects associated with such set of particular-user-preferred such natural-language terms;
  - k) processing means for determining a set of relevant such database subjects as are correlated with a determined specified high aggregate degree of relevance among such respective overall degrees of relevance of such set of respective particular-user-preferred such natural-language terms; and
  - l) interface processing means for presenting to such particular user information about such determined set of such relevant database subjects which might be of interest to such particular user.
- 31) The computer system according to Claim 30 wherein such predefined scale, for a system for which English is the natural language comprises essentially at least three of the following levels of modifiers: "slight", "somewhat", "important", "very", "extremely".
- 32) The computer system according to Claim 30 wherein such processing means for computing, for such subpopulation, a pre-selected type of overall degree of relevance to each respective such subject of each respective such most-relevant term comprises:
- a) storage means for dating each such user ratings of such degree of relevance of such natural-language term; and
  - b) processing means for removing such user ratings of more than a selected age from being used in such computing of such overall degree of relevance.

- 33) The computer system according to Claim 30 wherein such processing means for updating such relevancy storage means comprises:
- a) computer means for determining which of such natural-language terms have been used most in such defined category -- as top words;
  - b) computer means for determining percentage breakdown of top words by first alphabet letter of all such natural-language terms in such defined category;
  - c) computer means for finding the selected number of such natural-language terms to be displayed in each display process;
  - d) computer means for, for each set of first-alphabet-letter words and each such selected number, grabbing the specified percentage of top words; and
  - e) computer means for applying the above four steps once each selected timeframe to update such relevancy storage means.
- 34) The computer system according to Claim 30 wherein such interface processing means for assisting a particular user to base a subject search at least upon a chosen set of particular-user-preferred such natural language terms further comprises:
- a) interface processing means for assisting such particular user to select other search options on which to co-base such subject search;
  - b) wherein such other search options are selected from the class which consists essentially of
    - i) a defined category of subjects
    - ii) a defined subcategory of subjects
    - iii) a defined location of subjects
    - iv) a defined subject
    - v) a defined organization name
    - vi) a defined sum of money to spend
    - vii) a defined amount of time to spend.



- 35) An Internet website client-server computer system, for use to determine by e-mail survey a level of subject approval for each one of a population of survey participants by capturing each such participant's opinions about the degree of relevance of each of a respective set of natural language terms to each of a respective set of subjects, comprising:
- a) a client interface system arranged so that a survey taker may indicate at least
    - i) a defined question for the survey,
    - ii) a such set of subjects to be evaluated,
    - iii) a such set of natural-language terms to be rated as to relevancy to each subject,
    - iv) a participant audience, and
    - v) a time-frame for response;
  - b) a server computer processor system connected with said client interface system; and
  - c) a server computer software system, operational with said server computer processor system, arranged to provide survey processing comprising
    - i) compiling a survey file and survey document in accordance with survey taker input,
    - ii) communicating such survey document to such participant audience, and
    - iii) receiving and tabulating responses.
- 36) The system according to Claim 35 further comprising displaying survey results at a publicized URL.
- 37) The system according to Claim 1 in which: such subjects consist essentially of exceptional experiences; and such natural-language terms are essentially evaluative.
- 38) The system according to Claim 12 in which: such subjects consist essentially of exceptional experiences; and such natural-language terms are essentially evaluative.
- 39) The system according to Claim 30 in which: such subjects consist essentially of exceptional experiences; and such natural-language terms are essentially evaluative.
- 40) The system according to Claim 1 in which: such subjects consist essentially of exceptional experiences; and such natural-language terms are essentially evaluative and essentially indicate approval.

- 41) The system according to Claim 12 in which: such subjects consist essentially of exceptional experiences; and such natural-language terms are essentially evaluative and essentially indicate approval.
- 42) The system according to Claim 30 in which: such subjects consist essentially of exceptional experiences; and such natural-language terms are essentially evaluative and essentially indicate approval.
- 43) An Internet client-server system for assisting at least one group of users having at least one common goal to capture and search, in a single database, offered knowledge, relevant to such at least one common goal, of a plurality of such users for the benefit of at least one of such users, comprising:
  - a) individually capturing for such database at least one experience of at least some of such plurality;
  - b) storing in such database such experience;
  - c) user-searching, using at least one natural-language word, to select at least one desired kind of stored experience;
  - d) performing such user-searching; and
  - e) presenting search results.
- 44) The Internet client-server system according to Claim 43 further comprising searchably capturing for such database at least one item of such knowledge selected from the group consisting essentially of
  - a) user-advice
  - b) opinions of experts
  - c) people who can help
  - d) miscellaneous such knowledge of users.
- 45) The Internet client-server system according to Claim 43 further comprising a substantially automatic website management system.
- 46) The Internet client-server system according to Claim 45 further comprising automatically rewarding assisting users for website management assistance.

- 47) The Internet client-server system according to Claim 45 further comprising:
  - a) providing a software management system to directly manage such database and such population of users essentially without outside management; and
  - b) providing for variables in such software management system to be configurable without affecting such direct management operations;
  - c) wherein such software management system comprises
    - i) measuring management efforts of each of at least one management sub-community,
    - ii) setting goals for each of such management community, and
    - iii) managing a reward system to reward management efforts of each of such management sub-community.
- 48) The Internet client-server system according to Claim 43 further comprising searchably capturing for such database such knowledge of users concerning useful knowledge sources outside such group of users.
- 49) The Internet client-server system according to Claim 44 further comprising searchably capturing for such database such knowledge of users concerning useful knowledge sources outside such group of users.
- 50) The Internet client-server system according to Claim 44 further comprising:
  - a) providing at least one capability for at least one user to complete on-line at least one multiple choice poll; and
  - b) providing at least one reward for such at least one user to completing such at least one multiple choice poll.
- 51) The Internet client-server system according to Claim 45 wherein:
  - a) such common goal is sales-oriented,;
  - b) such group of users comprises sales personnel; and
  - c) those receiving such benefit comprise sales personnel.

- 52) The Internet client-server system according to Claim 43 wherein such step of user-searching, using at least one natural-language word, to select at least one desired kind of stored knowledge, further comprises:
- a) selecting, if any, such at least one kind of stored experience associated with chosen such at least one natural language word;
  - b) selecting, if any, such at least one kind of stored experience in which the text of such at least one stored experience contains the chosen such at least one natural-language word;
  - c) selecting, if any, such at least one kind of stored experience in which the category of such at least one stored experience contains the chosen such at least one natural-language word; and
  - d) selecting, if any, such at least one kind of stored experience in which the title of such at least one stored experience contains the chosen such at least one natural-language word.
- 53) The Internet client-server system according to Claim 43, further comprising automatically managing a reward system to reward efforts of such at least one user.
- 54) The Internet client-server system according to Claim 53, further comprising:
- a) automatically measuring and storing each experience contribution, including users' comments made by each such at least one user;
  - b) assigning points to be accumulated for each such experience contribution;
  - c) automatically accumulating assigned points for each such experience contribution by each such at least one user;
  - d) automatically reporting such points accumulated for each such experience contribution;
  - e) defining at least one criteria for awarding prizes based on such accumulated points; and
  - f) automatically awarding prizes to such at least one user with accumulated points meeting such at least one criteria.

- 55) The Internet client-server system according to Claim 45 further comprising
- a) managing such database and such group of users essentially without customer website management;
  - b) permitting at least one customer to configure a plurality of variables in such computer software for such managing of such database;
  - c) automatically setting goals for each such user participating in at least one management community; and
  - d) automatically managing a reward system to reward management efforts of each of such at least one user of such at least one management community.
- 56) The Internet client-server system according to Claim 43 further comprising:
- a) rating the relative overall value of each such at least one item of such experience according to the opinion of each of such involved subset of such population of users;
  - b) collecting comments about each at least one item of such experience according to the opinion of each of such involved subset of such population of users; and
  - c) associating, in such database, respective such ratings of relative overall value and respective such collected comments with respective such at least one item of such experience .
- 57) The Internet client-server system according to Claim 43 further comprising automatically accumulating system operation data.
- 58) The Internet client-server system according to Claim 57 wherein such system operation data comprises:
- a) data about compliance with such set of performance goals for each of at least one involved subset of such population of users;
  - b) data about each type of such stored experience;
  - c) data about such reward system; and
  - d) data about interviews of each of such involved subset of such population of users.
- 59) The Internet client-server system according to Claim 58 further comprising permitting such at least one user to view successively more detailed levels of such automatically accumulated system operation data.

- 60) The Internet client-server system according to Claim 43 further comprising:
- a) requesting installation of at least one independent database access module onto the personal computer of such at least one user;
  - b) permitting selection, using such independent database access module, of at least one category of such knowledge for display by such at least one user;
  - c) automatically searching, using such at least one independent database access module, such database, without need of a browser, for at least one selected category of such knowledge from such database; and
  - d) displaying, using such at least one independent database access module, found knowledge from such at least one pre-determined category of such knowledge from such database to such at least one user.
- 61) The Internet client-server system according to Claim 60 further comprising:
- a) displaying continuously at least one selected type of such pre-determined information from at least one pre-determined category of such knowledge from such knowledge stored in such database to such at least one user; and
  - b) scrolling a display of at least one selected type of such pre-determined information from at least one pre-determined category of such knowledge from such knowledge stored in such database to such at least one user .
- 62) The Internet client-server system according to Claim 61 further comprising:
- a) making specific requests for information from information stored in such database by such at least one user.
- 63) The Internet client-server system according to Claim 43 further comprising:
- a) receiving at least one request for information from such at least one user;
  - b) storing such at least one request for information;
  - c) notifying designated other such at least one user with particular expertise about such at least one request for information;
  - d) storing such at least one request for information and at least one response by such at least one user with particular expertise as such at least one experience; and
  - e) notifying such at least one user, requesting information, of such at least one experience containing such at least one request and such at least one response.

- 64) An Internet client-server system for assisting a group of users with at least one common goal to capture and search, in a single database, offered knowledge, relevant to such at least one common goal, of a plurality of such users for the benefit of at least one of such users, comprising:
- a) interface means for individually capturing for such database at least one experience of at least some of such plurality;
  - b) database means for storing such experiences;
  - c) interface means for user-searching, using at least one natural-language word, to select at least one desired kind of stored experience;
  - d) processor means for performing such user-searching; and
  - e) interface means for presenting search results.
- 65) The Internet client-server system according to Claim 64 further comprising computer means for searchably capturing for such database at least one item of such knowledge selected from the group consisting essentially of:
- a) user-advice
  - b) opinions of experts
  - c) people who can help
  - d) miscellaneous such knowledge of users.
- 66) The Internet client-server system according to Claim 65 further comprising computer means for substantially-automatic website managing.
- 67) The Internet client-server system according to Claim 65 further comprising computer means for automatically rewarding assisting users for website management assistance.
- 68) The Internet client-server system according to Claim 65 further comprising computer means for searchably capturing for such database such knowledge of users concerning useful sources outside such group of users.
- 69) The Internet client-server system according to Claim 65 further comprising computer means for providing at least one capability for at least one user to automatically take a desired survey among a selected subgroup of such users.

- 70) The Internet client-server system according to Claim 66 wherein such interface means for user-searching, using at least one natural-language word, to select at least one desired kind of stored experience, further comprises
- a) computer means for selecting, if any, such at least one kind of stored experience associated with chosen such at least one natural language word;
  - b) computer means for selecting, if any, such at least one kind of stored experience in which the text of such at least one stored experience contains the chosen such at least one natural-language word;
  - c) computer means for selecting, if any, such at least one kind of stored experience in which the category of such at least one stored experience contains the chosen such at least one natural-language word; and
  - d) computer means for selecting, if any, such at least one kind of stored experience in which the title of such at least one stored experience contains the chosen such at least one natural-language word.
- 71) The Internet client-server system according to Claim 66 further comprising computer means for automatically managing a reward system to reward efforts of such at least one user.
- 72) The Internet client-server system according to Claim 71 further comprising:
- a) computer means for automatically measuring and storing each experience contribution, including users' comments made by each such at least one user;
  - b) computer means for assigning points to be accumulated for each such experience contribution;
  - c) computer means for automatically accumulating assigned points for each such experience contribution by each such at least one user;
  - d) computer means for automatically reporting such points accumulated for each such experience contribution;
  - e) computer means for defining at least one criteria for awarding prizes based on such accumulated points; and
  - f) computer means for automatically awarding prizes to such at least one user with accumulated points meeting such at least one criteria.



- 73) The Internet client-server system according to Claim 65 further comprising
- a) computer means for managing of such database and such group of users essentially without customer website management;
  - b) computer means for permitting at least one customer to configure a plurality of variables in such computer software for such managing of such database;
  - c) computer means for automatically setting goals for each such user participating in at least one management community; and
  - d) computer means for automatically managing a reward system to reward management efforts of each of such at least one user of such at least one management community.
- 74) The Internet client-server system according to Claim 66 further comprising:
- a) computer means for rating the relative overall value of each such at least one item of such experience according to the opinion of each of such involved subset of such population of users;
  - b) computer means for collecting comments about each at least one item of such experience according to the opinion of each of such involved subset of such population of users; and
  - c) computer means for associating, in such database, respective such ratings of relative overall value and respective such collected comments with respective such at least one item of such experience .
- 75) The Internet client-server system according to Claim 66 further comprising computer means for automatically accumulating system operation data.
- 76) The Internet client-server system according to Claim 75 wherein such system operation data comprises:
- a) data about compliance with such set of performance goals for each of at least one involved subset of such population of users;
  - b) data about each type of such stored experience;
  - c) data about such reward system; and
  - d) data about interviews of each of such involved subset of such population of users.
- 77) The Internet client-server system according to Claim 76 further comprising computer means for permitting such at least one user to view successively more detailed levels of such automatically accumulated system operation data.

- 78) The Internet client-server system according to Claim 64 further comprising:
- a) computer means for requesting installation of at least one independent database access module onto the personal computer of such at least one user;
  - b) computer means for permitting selection, using such independent database access module, of at least one category of such knowledge for display by such at least one user;
  - c) computer means for automatically searching, using such at least one independent database access module, such database, without need of a browser, for at least one selected category of such knowledge from such database; and
  - d) computer means for displaying, using such at least one independent database access module, found knowledge from such at least one pre-determined category of such knowledge from such database to such at least one user.
- 79) The Internet client-server system according to Claim 78 further comprising:
- a) computer means for displaying continuously at least one selected type of such pre-determined information from at least one pre-determined category of such knowledge from such knowledge stored in such database to such at least one user ; and
  - b) computer means for scrolling a display of at least one selected type of such pre-determined information from at least one pre-determined category of such knowledge from such knowledge stored in such database to such at least one user .
- 80) The Internet client-server system according to Claim 79 further comprising:
- a) computer means for making specific requests for information from information stored in such database by such at least one user.

- 81) The Internet client-server system according to Claim 66 further comprising:
- a) computer means for receiving at least one request for information from such at least one user;
  - b) computer means for storing such at least one request for information;
  - c) computer means for notifying designated other such at least one user with particular expertise about such at least one request for information;
  - d) computer means for storing such at least one request for information and at least one response by such at least one user with particular expertise as such at least one experience; and
  - e) computer means for notifying such at least one user, requesting information, of such at least one experience containing such at least one request and such at least one response.
- 82) The Internet client-server system according to Claim 66 wherein:
- a) such common goal is sales-oriented,;
  - b) such group of users comprises sales personnel; and
  - c) those receiving such benefit comprise sales personnel.
- 83) The Internet client-server system according to Claim 70 wherein:
- a) such common goal is sales-oriented,;
  - b) such group of users comprises sales personnel; and
  - c) those receiving such benefit comprise sales personnel.
- 84) The Internet client-server system according to Claim 74 wherein:
- a) such common goal is sales-oriented,;
  - b) such group of users comprises sales personnel; and
  - c) those receiving such benefit comprise sales personnel.
- 85) The Internet client-server system according to Claim 78 wherein:
- a) such common goal is sales-oriented,;
  - b) such group of users comprises sales personnel; and
  - c) those receiving such benefit comprise sales personnel.